

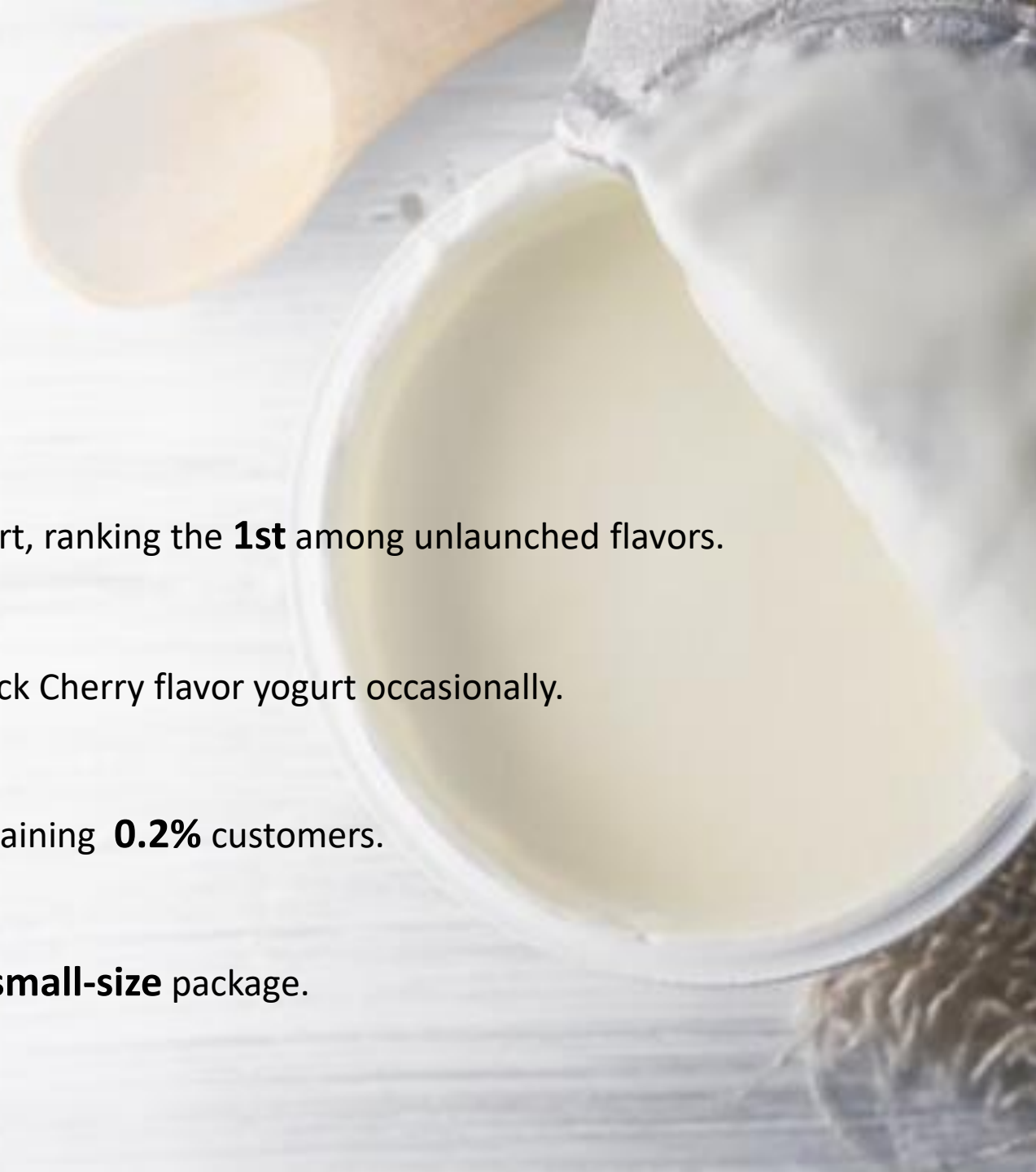
Greek Yogurt Case

Analytics Design of Flavors to Launch



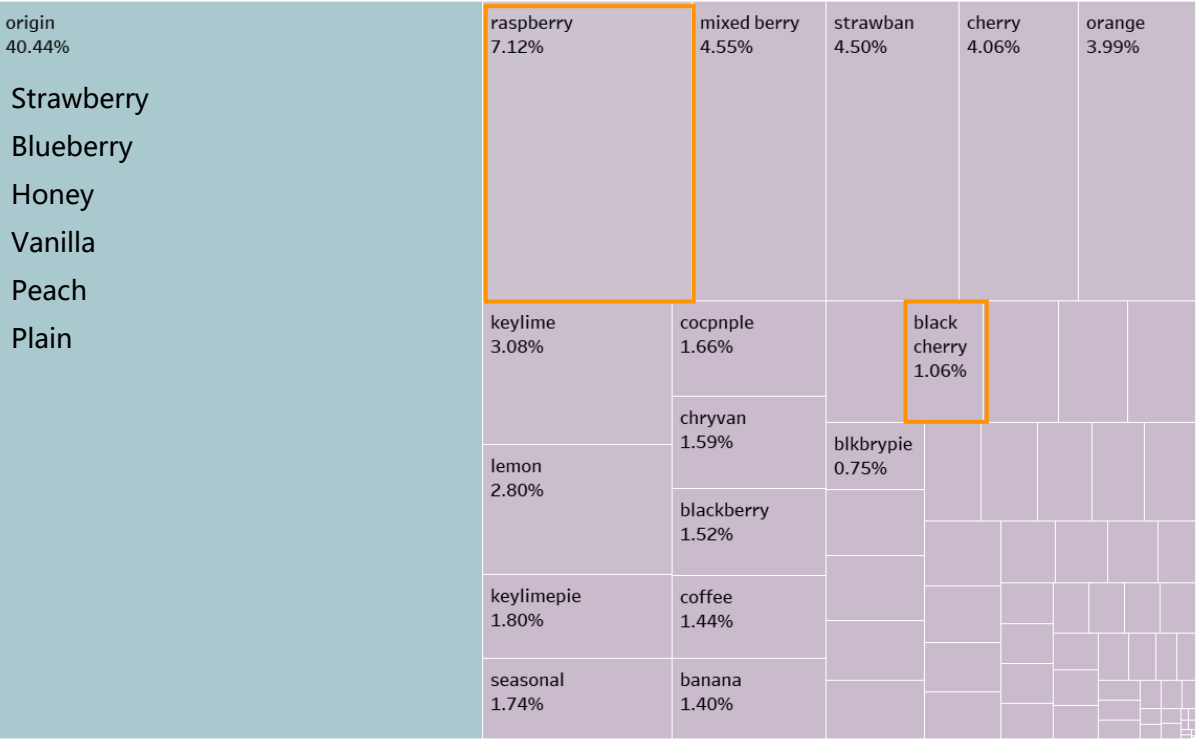
Executive Summary

- **Black Cherry** should be the next flavor to launch.
- Black Cherry accounts for **6.01%** sales of Greek Yogurt, ranking the **1st** among unlaunched flavors.
- Most customers show **willingness to purchase** Black Cherry flavor yogurt occasionally.
- Black Cherry flavor is the **best choice** to extract remaining **0.2%** customers.
- Black Cherry is **trending** and should be designed in **small-size** package.

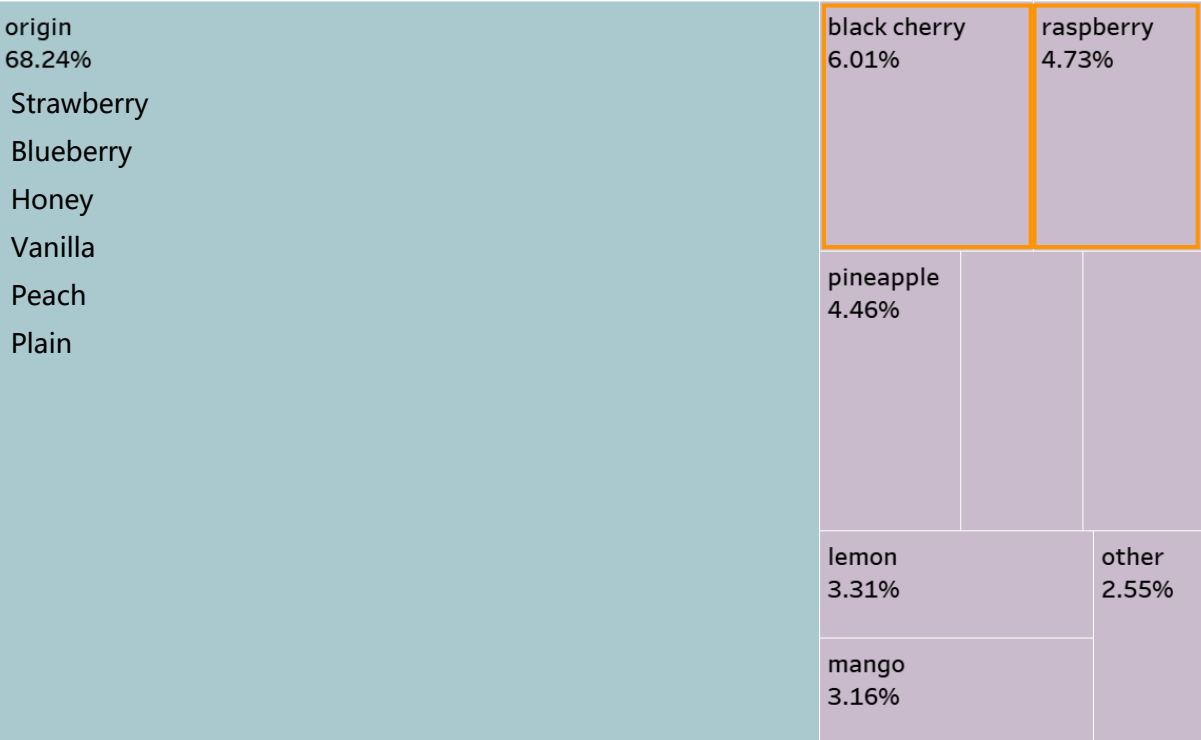


Black Cherry ranks the 1st among unlaunched flavors of Greek Yogurt

Black Cherry and Raspberry are outstanding in sales performance of both Regular and Greek yogurt.



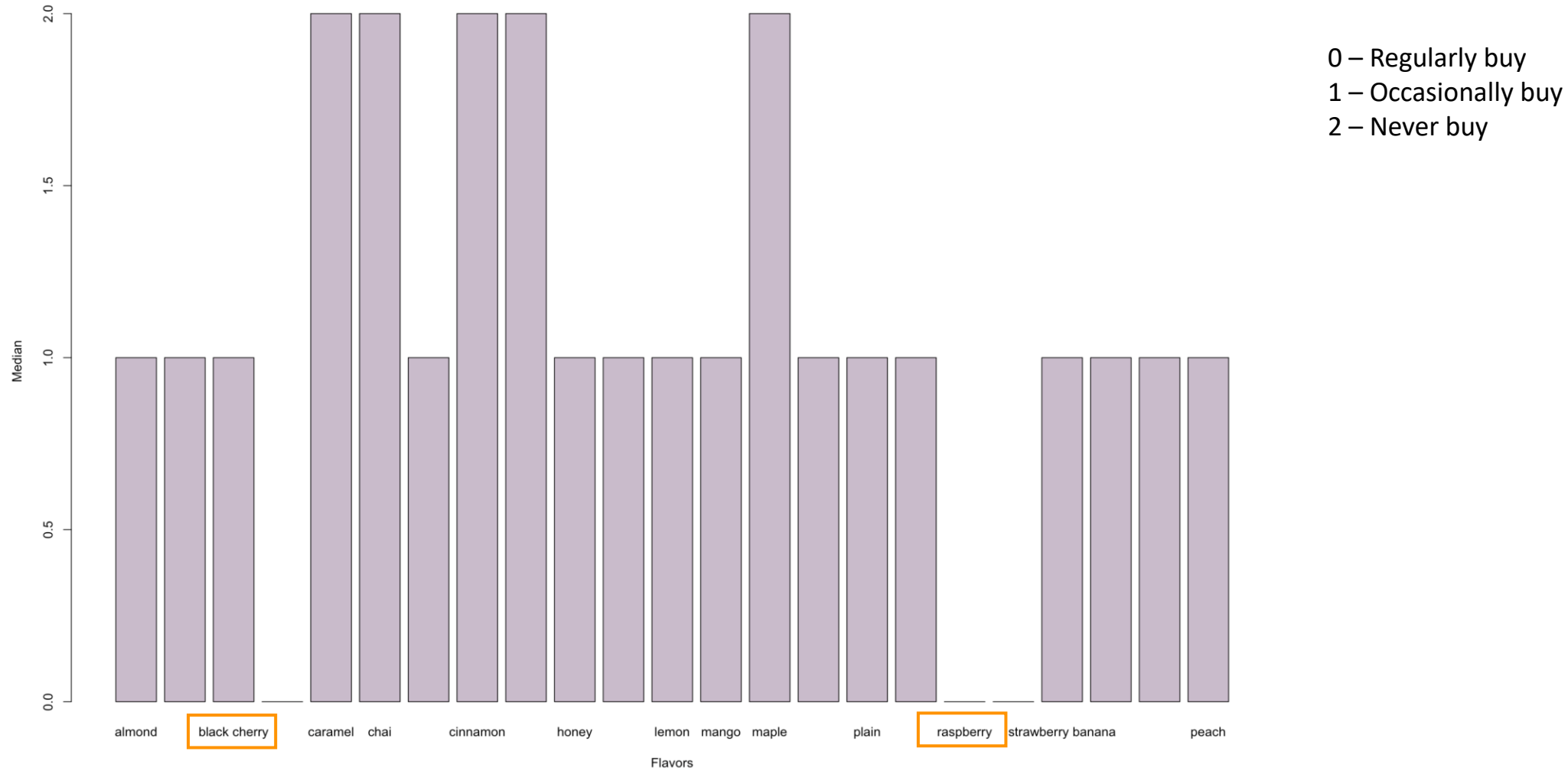
Percentage Sales of Regular Yogurt



Percentage Sales of Greek Yogurt

Most customers are willing to purchase Black Cherry yogurt occasionally

In addition to the existing flavors, Black Cherry and Raspberry acquire most customers' preference.

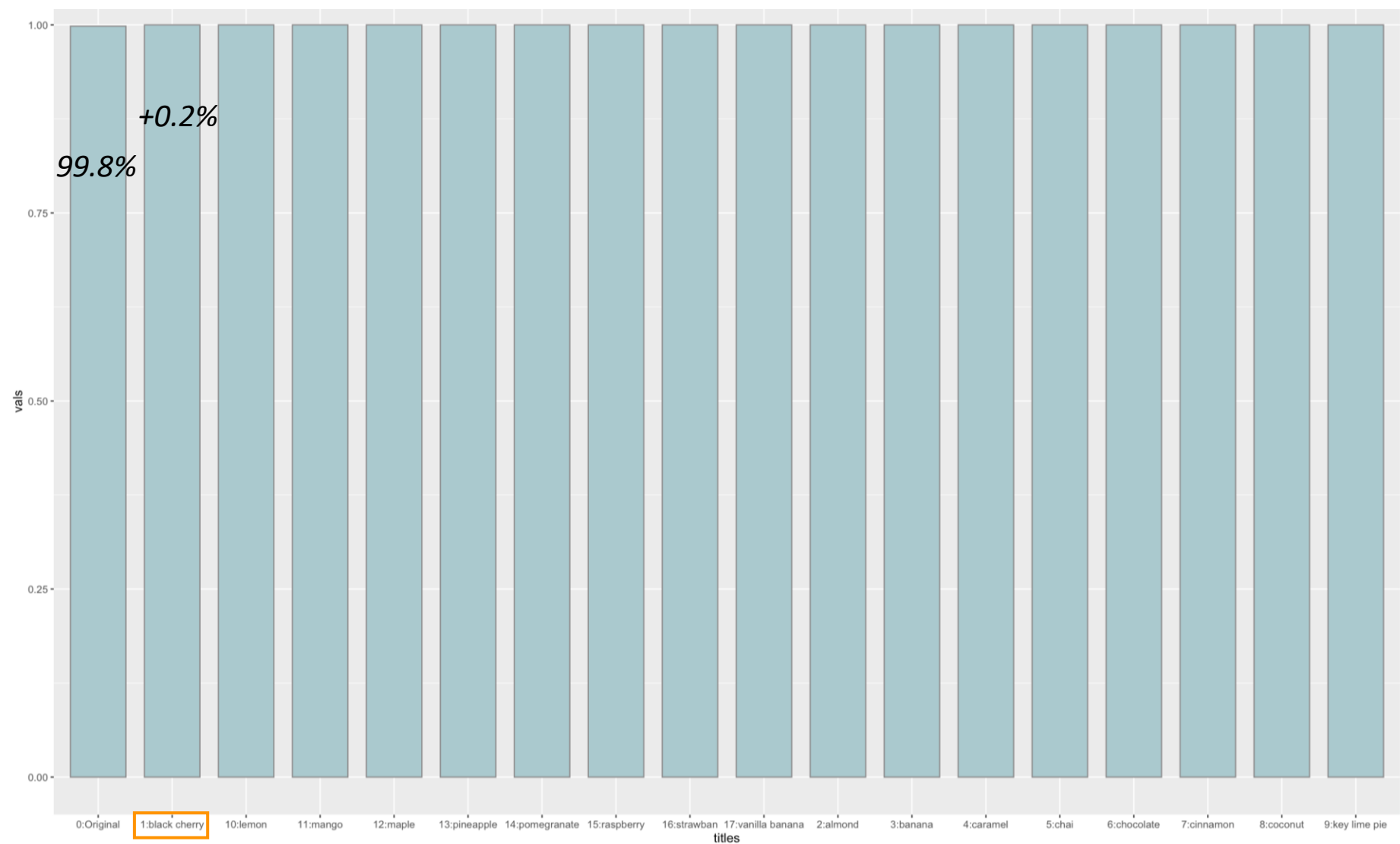


Customer Preference Ratings for Flavors

Source: Survey Data

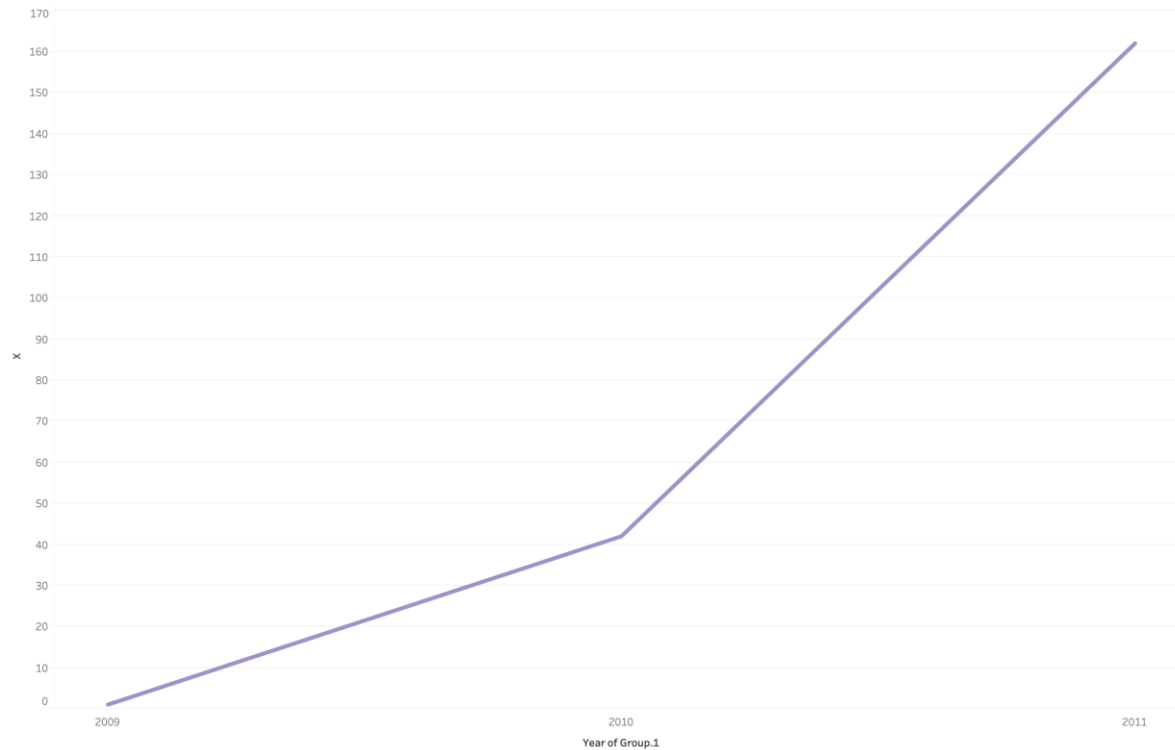
Black Cherry flavor is the best choice to extract remaining 0.2% customers.

Original flavors have acquired 99.8% customers, and Black Cherry has most unduplicated reaches.

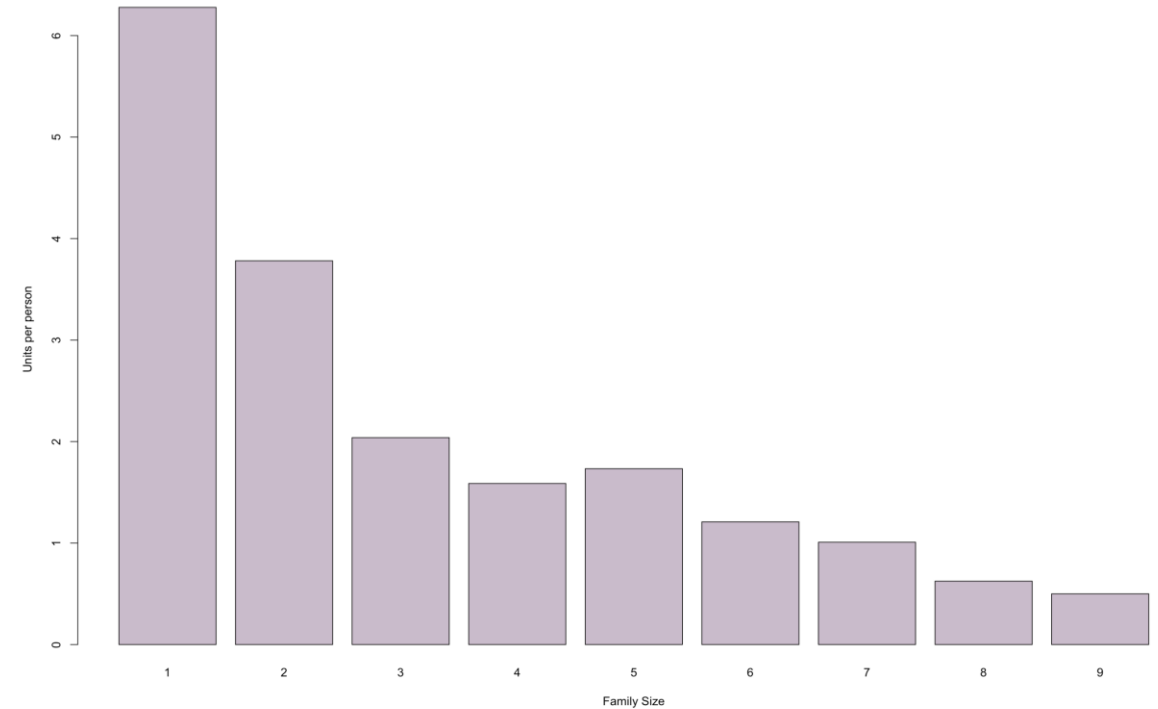


Black Cherry is trending and should be designed in small-size package

Smaller size of household consumes more Black Cherry Flavor yogurt per capita, therefore small-size package design should be considered when launching this new flavor.



Black Cherry Flavor Yogurt Sales Trend



Black Cherry Flavor Yogurt per capita consumption by family size

Methodology

- Decision: Launch new Greek yogurt flavors
- Decision alternatives: Almond, Banana, Black Cherry, Caramel etc.
- Decision criteria: Existing flavors sales performance and customer preference
- Analytics goal: Descriptive analysis
- Challenges: Dirty data; Survey cannot represent the whole market
- Step 1: Clean data: deleted observations which were incomplete, took an unusual long time to complete or had skipped questions.
- Step 2 : Sales of yogurt flavors analysis and Sales trending analysis based on store sales data, TURF analysis based on survey data, and Black cherry flavor yogurt Household individual consumption analysis
- Step 3: Conclusion and Recommendations



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